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A Message from Our President: Revamping CBI's Mission and Goals

The CBI Board of Directors gathered at Neumann University in Aston, Pa. for the annual board retreat June 12-14, and it proved to be a productive and transformative experience. The retreat, which focused on strategic planning and coordinating our initiatives to better align with our evolving objectives, acted as a catalyst to review and revamp the organization's mission statement and long-term goals.

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Recognizing the fast-changing landscape of the media industry, academia and the

needs of our membership, we revisited our purpose and refined our mission to guide our decision-making process and ensure our organization's continued growth and relevance. The retreat also provided a platform for constructive dialogue, enabling us to identify both short-term and long-term goals that are realistic, measurable and aligned with our mission.

We established a roadmap to enhance our digital presence, expand our outreach and content offerings, and foster better communication with our members and prospective members on various platforms. A multi-modal communication approach will allow CBI members to engage students year-round and foster opportunities for exploration, discovery and collaboration. We also laid the groundwork for a future that is focused, innovative and centered around the changing needs of our membership. For instance, as Artificial Intelligence comes into play, we will be offering content at our upcoming convention to tackle the potential issues and opportunities for content creators and managers.

The board retreat also provided a valuable opportunity for team building. We participated in a number of team-building activities and icebreakers that encouraged collaboration, open communication and mutual support. Additionally, we organized an evening outing to a neighboring town appropriately named Media, Pa. which provided a refreshing change of scenery and allowed us to explore a vibrant local community. This excursion offered a chance for relaxation and bonding outside our formal retreat setting, further strengthening our team dynamics and promoting a positive and inclusive work culture.

Now, armed with a renewed sense of purpose, we are eager to embrace the opportunities that lie ahead and continue to serve our community with excellence.

Anabella Poland
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2023 NSEMC Preview

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Convention (NSEMC), held in Orlando, Florida from Oct. 18-21. This event offers a unique opportunity to network with your peers in student media and learn from experienced professionals representing many sectors across the media industry.

Share successes, challenges and best practices, creating a supportive network that will propel your media organization to new heights.

We'd love to have you, your students or your industry friends participate on a panel, lead a session or roundtable discussion. Develop your concept and submit your panel proposal here as soon as possible:

https://docs.google.com/forms/d/e/1FAIpQLScw26vIOzfc8oISvI7th1F_6E6jfC2ZimEXBbCKMQ2WAZ9BnQ/viewform

Orlando is a destination that promises memorable experiences both inside and outside the convention halls. The Rosen Plaza Hotel offers multiple on-site dining options and CBI members receive an extremely affordable rate of \$175/night.

We know some of you have concerns about the present political climate in the state of Florida. The CBI Board of Directors recently released this statement to address this valid unease:

<https://www.askcbi.org/special-statement-on-florida-and-our-event/>

Convention registration is open now:

<https://www.askcbi.org/2023-nsemc-convention-registration/>

The special room rate is available now through Sept. 22, but don't delay because our room blocks have been known to sell out in the past:

https://www.askcbi.org/orlando_hotel/

National Student Production Awards

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Thanks to all of you, the 2023 National Student Production Awards attracted more than 900 entries this year. Judging is nearly complete and finalists will once again be announced via a live presentation on our YouTube channel in mid-August. We are continually impressed by the creativity and skill of our student membership and we look forward to honoring our finalists and winners in Orlando in October.

Kailyn Shalosky: Your New Student Representative



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representative. I am currently a senior at Muskingum University, majoring in media production and theatre. In addition, I have the privilege of serving as the president of Muskingum's student-driven media organization, Orbit Media.

At WMCO, I hold the position of Program Director, and I have previously served as News Director, Music Director, and TV Program Director. When I was elected as Program Director, one of my primary goals was to foster greater collaboration with other organizations on campus. A particular highlight for me was the partnership between WMCO and the Women in Progressive Politics club during Women's History Month in March. The theme of the event, "Celebrating Women Who Tell Our Stories," resonated deeply with me, considering the relevance of this theme in the media field. In addition to my role as president, I have had the opportunity to train six WMCO DJs and host a weekly show called "Catch up with Kail." In my most recent episode, I discussed the joys and challenges of pursuing a double major in the arts.

As the CBI student representative, I am determined to create a stronger support network for college media. I am passionate about stations supporting one another and advocating for all things related to media. Besides fostering an inclusive environment for college broadcasters, I aim to contribute to the enhancement of CBI's social media presence. I encourage all students, friends, and everyone out there to follow CBI on Instagram, Twitter, and Facebook. Our handle is @askcbi.

I applied for the CBI Student Representative position because I believe it offers a fresh atmosphere for me. As a strong proponent of college broadcasting, I take great pleasure in helping my team achieve their goals in both radio and television. This experience will not only allow me to make a difference at my own station but also impact stations nationwide. I value the unity of college broadcasting and want to inspire future generations to pursue their passions in this field.

Still Time to Register for CBI's Sportscasting Workshop

CBI is once again presenting the Student Sportscasting Workshop to give our members an inside look at the process of broadcasting live sporting events. This event will be delivered via Zoom from July 18 -20 and will feature lessons from experienced, professional sportscasters from a wide variety of sports, including basketball, soccer, football and more.

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Go here for more information: <https://www.askcbi.org/23sportsworkshop/>
Go here to register: https://cbi.wildapricot.org/event_5210068

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WORKSHOP**

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